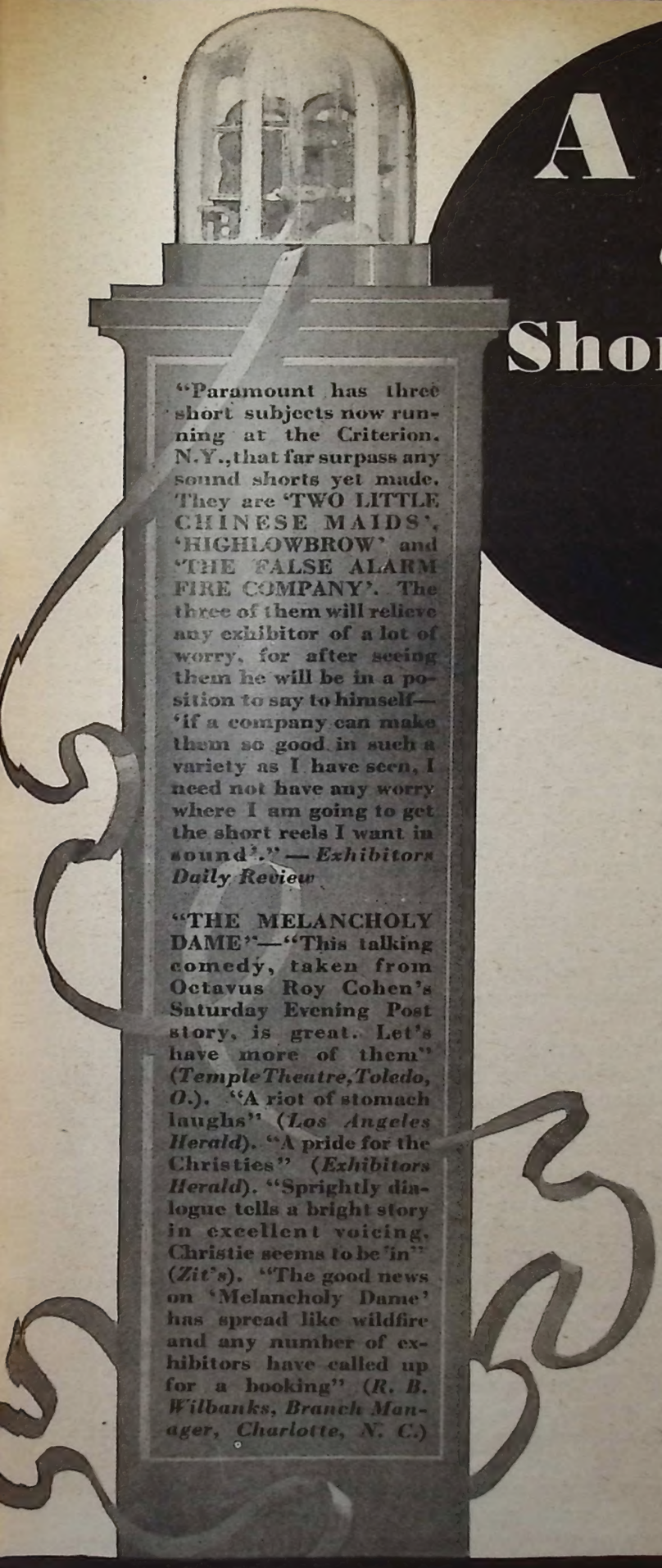

A TIP on the Shorts Market

"Paramount has three short subjects now running at the Criterion, N.Y., that far surpass any sound shorts yet made. They are 'TWO LITTLE CHINESE MAIDS', 'HIGHLOWBROW' and 'THE FALSE ALARM FIRE COMPANY'. The three of them will relieve any exhibitor of a lot of worry, for after seeing them he will be in a position to say to himself—'if a company can make them so good in such a variety as I have seen, I need not have any worry where I am going to get the short reels I want in sound'." — *Exhibitors Daily Review*

"THE MELANCHOLY DAME"—"This talking comedy, taken from Octavus Roy Cohen's Saturday Evening Post story, is great. Let's have more of them" (*Temple Theatre, Toledo, O.*). "A riot of stomach laughs" (*Los Angeles Herald*). "A pride for the Christies" (*Exhibitors Herald*). "Sprightly dialogue tells a bright story in excellent voicing. Christie seems to be 'in'" (*Zit's*). "The good news on 'Melancholy Dame' has spread like wildfire and any number of exhibitors have called up for a booking" (*R. B. Wilbanks, Branch Manager, Charlotte, N. C.*)

PARAMOUNT has captured the sound short feature business! No question about that. This company's entrance into the field has turned sound shorts from a headache to a box office joy. Real quality and popular appeal of the subjects has done it.

35 PARAMOUNT SOUND ACTS Produced with the same class as Paramount sound features. One- and two-reels.

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RAY LEWIS
Editor and Managing Director

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The Sex Question

NEVER at any time in our present civilization, covering a period of a century at least, has the question of sex been so widely discussed by the flapper, youth, middle-aged individual and elderly human being, as at this present time.

The sex question has not only penetrated and permeated the drama, our literature, real and pseudo, all the arts in a sublimated, or animalized creative form, but our commercial and industrial life, our scientific and philosophical dogmas and theories, our educational impulses.

Judge Lindsey's "Companionate Marriage" deduced from the sex question, Freud's psychology tracing its arteries to the Womb of Creation, and the sex questionnaire which has so stirred Missouri, are all related to the sex question which gave the Manitoba Education Association the inspiration to pass a resolution at their annual meeting, advocating that the Provincial Board of Motion Picture Censors should warn parents against sex motion pictures through advertisements.

The sex question, although a natural one, appears to be feared as much as the Serpent in the Garden of Eden, or the Apple which grew on the Tree of the Knowledge of Good and Evil.

The ranks of sex expression and sex repression are fairly divided; and both sides have a fine array of logical and aesthetic, ethically moral and merely ethical reasons for their support.

The sex expressionist may have the majority of modern thought in its favour. Under the circumstances it is not to be wondered at that the Screen, the most modern, and most popular form of entertainment for all ages today, should be inspired to handle the sex question according to the modern thought which supports the self-expression premise.

If we had time to become analytical on the question we might agree that sex cannot be repressed, or suppressed, one can control, overcome, sublimate the sex force, but to suppress, or repress it, is simply to turn a normally inherited impulse into a sterile, or atrophied state, with the result that Nature takes her revenge.

The sex-suppressed, or repressed individual is as much of a menace to society as the sex-expressionist individual who lacks control, or direction in sex impulses; and whose sense of relationship to society is as natural as is the introduction of a cancerous growth in the body, another instance of too much self-expression in an organism to the detriment of the constitution of the whole body.

The matter of approach in regard to sex, has a great deal to do with the attitude expressed by Censor Boards, and other educational associations in addition to the Manitoba Educational body, which so recently expressed its fear of sex expression as found upon our Screen. It is only too true that the Commercialization of Vice as it relates itself to sex, has not outlived its longevity.

This Methusaleh of Self-expression is ageless and apparently limitless; and all that civilization does is to change its geographical position from time to time, change its strata of operation; and circumscribe its trading, so that "Fools may not rush in where angels fear to tread."

As far as the screen is concerned one can see without any prejudice that the screen has considerably lessened any tendency it may have had for the Commercialization of Sex.

That outside of a tendency to kiss passionately; and even the endurance kiss has now lost its thrill through endless repetition, there is not much sex play upon the screen from a standpoint of depending upon this sex-play to make the picture a box-office success.

The recent successes of the screen which have centralized on sex-expression have all presented such a "Virtue hath its own reward" obligato, that such pictures, if understood by the youth which attends Motion Pictures, must convey to this youth that the experience is so costly it needs consideration.

Ray Lewis

RAY PRESENTS

RAY LEWIS

MISSOURI, although famous for the slogan, "You'll have to show me," ranks 33rd in education among the States of the U. S.

Recently the faculty of psychology and sociology sent out a questionnaire dealing with sex, which produced such a storm of indignation, that Professors Meyer, Degraff, and O. H. Mourer, a student assistant instructor in psychology, were dismissed.

J. V. Aree, in The Mail and Empire, Tuesday, April 16th, gives a most interesting summary of the controversy. It appears that the President, Stratton W. Brooks, and Governors of the University deemed the questions asked as indecent, and at the best, valueless. On reconsidering the matter Professor Meyer, an elderly scholar of international fame was reinstated.

MORE THAN a thousand students are demanding that the other two dismissed shall be reinstated; and twenty-two members of the Missouri State Legislature have advised the President that if he does not reinstate the dismissed men, the University will not secure any funds for its building fund from the Legislature.

The questionnaire was circulated among the students for about two weeks without causing any particular comment. The questions asked being similar to questions asked under the same routine at other educational institutions.

The disturbance came when the questionnaire was perused by some editors, parents and clergymen, who vociferously protested.

PRESIDENT BROOKS immediately took action, prohibiting any further replies to the questionnaire, and destroying all copies procurable. Here we have, according to the premises of our editorial, two splendid intellects, and educationalists taking opposite views on the sex question.

Among the questions asked "The Mail and Empire" publishes the following—

"If you found a young woman to whom you were engaged had been sexually immoral would you break the engagement?"

"If she had been immoral for money?" If after marriage you were to find that your wife was unfaithful to you would you terminate your relations with her?"

The girl students were asked "Would you quit associating with a man, married or unmarried, on learning that at sometime he had been engaged in moral irregularities?"

No names were attached to answers. About two thousand replies came in before the trouble started. The questionnaire came as part of a sociological course dealing with the family.

THE MAIL AND EMPIRE ends its article by remarking, "It is assumed that all the students asked were of age, and therefore not likely to understand any of the questions as a personal affront. However, as we have seen, opinions differed bitterly as to the propriety of the experiment. Perhaps there would have been less feeling aroused had it taken place in a State that ranks considerably higher in education."

I have cited this interesting article for the general information of our Industry, since the interpretation of the sex question is one with which our Industry has to do in its relationship to public opinion.

MEANWHILE at Vancouver, the National Council of Education expressed in a resolution which was passed April 15th, the prohibition of the attendance of children under sixteen to Motion Picture Theatres.

The National Council aims to replace this means of entertainment by having educational films shown in schools, under the direction of educational authorities, and subject to such restrictions as this body may impose.

The resolution followed a discussion by Sir C. Grant Robertson, Birmingham, England, upon the influence of the screen. Sir Grant deplored the lack of films which emphasized British ideas and ideals; and followed up his remarks by stating, "In a few years we will be producing British Films from stories written by British authors, and acted by British persons, films that will be the equal if not superior to any produced elsewhere."

"SHOW BOAT" is destined to create new picture history. Carl Laemmle, R. H. Cochrane, P. D. Cochrane, are receiving telegrams of congratulations from across the American continent and abroad.

The title makes it the"biggest box-office bet" to date, and again we repeat Claire Hague, who says "The greatest G-D picture ever made by Universal, or any other company." Opening New York City at $11.00 top. Sounds like real Show Business.

AMERICAN distributors will withdraw from France because of the Quota. Joseph Schenck has declared Warner-United Artists merger off. Reports state that Charley Chaplin could not see the advantage, and was desirous of playing a "lone hand."

For British Films

(*Editorial*: *The Montreal Daily Star*) April 5th, 1929.

"CANADA will undoubtedly find it advantageous to associate herself with other Dominions of the British Empire in affording facilities for the exhibition of British films here. Our proximity to the United States, our close association with our American cousins in matters of entertainment, and the fact that British film production was given a serious setback during the war, have all been factors operating against the development hitherto of any extensive market in this country for British films.

NOW, however, conditions are changed. Britain is going into the Film Industry in earnest. Many millions of pounds of capital are locked up in it. Some of the finest brains in the Old Country are being utilized in its cultivation. And British producers today are making pictures that will compare, upon equal terms, with any in the world, with the possible exception of the Germans, who are several laps ahead of the rest of creation when it comes to great art expressed in terms of celluloid.

OUR interest in British films ought to be because of the splendid facilities they afford for Empire propaganda, for Canadian propaganda, for bringing this Dominion into closer and more intimate relationship, and consequently better understanding, with the rest of the Empire. There can be no question of the power of the screen for propaganda purposes. The Americans realized that some years ago, and they managed to get into the race earlier because they were free for three long years while the rest of the world was fighting for existence. Now the rest of the world is in the race and is beginning to make the pace, too. We cannot afford to let any Dominion get ahead of us in this matter. It is as vital to us as any other Imperial consideration, and the sooner Canadians as a whole realize this the better for all concerned."

Theatres Co-operate For Funds N. V. A. Annual Drive

WINNIPEG theatre-goers were afforded an opportunity to participate in the big gala benefit performance given in aid of the National Vaudeville Artists' Relief Fund, at the Capital Theatre, Winnipeg, Monday night, April 15. The many advantages in combining the facilities of the Orpheum and Capital circuits were illustrated beyond a shadow of doubt by the immeasurable success achieved in the staging of a great benefit performance.

THERE were "three big shows in one." The big bargain offering included Earle Hill and his Capitolians and assisting artists; Count Berni Vici and his All-Girl Revue, comprising the Symphonic Girls, the Manhatten Steppers, Hilton and Almy, Ted Leslie, Sylvia Clark, "Vaudeville's Little Buffoon" — all from this week's show. From next week's bill there were Kenneth Harlan, eminent stage and screen star; Turner Brothers, comedy dancers; Frank Hurst and Eddie Vogt, also renowned funsters, and Edith Evans and Ray Mayor, known as the "Cowboy and the Girl."

Again this year, as last, those in charge were after $500,000 from United States and Canada, all of which will be used solely for charity.

(*Special to The Digest from Ottawa*)

THE RECENT big storm between Toronto and Ottawa, Ontario, played havoc with theatre presentations in Ottawa because of the non-arrival of film shipments, the railway lines between the two cities being blocked by two wrecks. B. F. Keith's Theatre did not receive one reel for more than 48 hours and Manager J. M. Franklin had to put in a rush order for a complete new film program. Manager Don Stapleton of the Centre Theatre failed to receive his four short subjects until the third day while the Fox Movietone News was missing from the Regent Theatre bill for several days.

A "Sound" Investment

GENNETT MUSICAL AND EFFECT RECORDS.

Twenty special recordings of sound effects such as airplanes, machine guns, motorcycles, passenger and freight trains, gongs, cuckoos, snores, anvils, laughing and so on.

Sixty special recordings of incidental music such as agitatos, hurries, mysteriosos, Indian war dances, Chinese music, jigues, frolics, deep plots and so on. Just what you need. Send for complete list.

KNOX WALL SAFES.

A new line to offer you that every Theatre requires. A series of safes to be built into the wall with combination locking door for the safe keeping of all sorts of valuables. Very sturdy, roomy and burglar proof.

Send for prices on various sizes. They are not expensive and are cheap insurance against theft or hold-ups.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

Looking Them Over

"The Divine Lady" and "Close Harmony"

Corinne Griffith in "The Divine Lady."

"THE DIVINE LADY," First National, had its premiere showing at the Tivoli Theatre, Toronto, Friday, April 12th, at a midnight show, attendance by special invitation. Every seat was taken, and the applause at the finish of the picture showed that those who were there enjoyed the showing. The story by a Canadian author, E. Barrington, was directed by Frank Lloyd of "Sea Hawk" fame. It is the love story which coloured the heroism of Lord Nelson in his association with Lady Hamilton; and it was delightfully presented so as to be free from offence to those who would keep their sea-hero, a man who pursued the duties of life only.

WE HAVE HAD versions of Lord Nelson and Lady Hamilton, previously produced in England, but in this Americanized version, Lady Hamilton loses most of her lovers; and but for the Greville affair, Lady Hamilton comes into the story as the wife of Lord Hamilton, the uncle of the man, who passed her on to him.

THE LOVE scenes are poetical, in most scenes reserved, but throughout one feels that underlying the composure of Lady Hamilton and Lord Nelson is the fire of their attachment.

There are many scenes of historical splendour. The scenes at Naples and the battle scenes are vital, the scenes at the Fair most interesting, but perhaps the most appealing scene from an emotional angle is the Death of Nelson.

CORINNE GRIFFITH makes a most attractive and human Lady Hamilton. Victor Varconi as Lord Nelson has a fine head, and plays with dignity. H. B. Warner's personality was felt strongly in Lord Hamilton. The few glimpses of Marie Dressler as the "cook" mother of our heroine, made one long for more of Dressler.

DOROTHY CUMMINGS made a queenly Queen of Naples. Montague Love, an excellent Capt. Hardy, Julia Swayne Gordon as the Duchess of Argyle reminded one of a Gainsborough portrait of a lady.

The Romney scene was only an incident, and yet historically Lady Hamilton played such a conspicuous part in the Art of Romney. "The Divine Lady" should be a "natural" for Canada, because of its Canadian authorship and British story.

"CLOSE HARMONY," Paramount, at the Uptown, Nelson Shea, manager; with Nancy Carroll and Charles "Buddy" Rogers is another of the excellent all-talking, singing features, with which we have been recently blessed.

The story takes you behind the footlights, where the "leader of the band," gets a professional chance to make good through the influence of a popular vaudeville headliner, who likes "the kid" sufficiently to double up with him for life.

SUCCESS looms before the new Jazz King until the Harmony Duo, Gallagher and Oakie, appear on the scene. It is then that Nancy Carroll who is the Vaudeville Artist, schemes to make love to the Harmony Boys, so that the Green Eyed Monster may have a chance to split the team. The game works, but "Buddy," the New Jazz King, refuses to buy his success and happiness through a trick; and forces Nancy to make peace between the Harmony Duo by confessing her little double-crossing stunt all for the love of "Buddy."

HARRY GREEN plays the manager with a Yiddish accent, and shrug of the shoulders. He is a treat and then some! The Harmony Duo in voice, speech and action register big. Rogers looks the part and acts it. As for Nancy Carroll, all she needs is a little more pep in her singing numbers to make her a "Queen." Nancy has charm, ability, beauty, not only from the neck up, but from head to toes. Not easy to find, nor to duplicate.

THE DIRECTION under John Cromwell and Edward Sutherland is immense. The story by Elsie Janis and Gene Markey is as real as life. "Close Harmony" should prove a big bet for Paramount. It is entertainment all the way through; and the best spring tonic I can recommend for exhibitors.

THE MORNING PRESS carried a notice, "Czar of Film Industry Files Petition For Divorce;" and the article from Sullivan, Indiana, states that Will Hays, President of the Motion Picture Producers and Distributors of America, filed a petition in the Circuit Court, April 18th, for divorce from Helen Thomas Hays of Sullivan, Ind., to whom he was married in 1902. Incompatibility was cited. Mr. Hays asks for the custody of their fourteen-year-old son.

FOR SALE

At a Bargain — 400 Opera Seats, Stage Scenery, Wings complete, Ropes and Pulleys, and Ticket Chopper.

W. E. MILLS,
BOX 792,
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FOR SALE

2 Simplex Picture Machines, motor driven, in perfect condition. 250 Theatre Chairs. Gold Fibre Screen, and sundry articles.

THOMAS H. COOK & CO.
215 Front Street N.
SARNIA, ONT.

WORLD WIDE PICTURES

"Black Waters"

A Sensation

World Wide Pictures All Talking Film

Directed by MARSHALL NEILAN

An Editorial by Arthur James

A downright screen sensation, which is without question the greatest mystery play, talking or silent, that has appeared on the screen, was presented yesterday by World Wide at the Criterion Theatre at a morning critical matinee. The picture is "Black Waters," and it is a copper-riveted, blown-in-the-bottle, all-wool and a yard wide thriller. It deals in mystery, murder, suspense and romance. It is an all-talker, made by Marshall Neilan, with a cast that could be well described as all-star.

* * *

JAMES KIRKWOOD, one of the early heroes and favorites of the screen, plays a dual role so effectively that it would appear that this is the triumphant dramatic performance of his career.

* * *

"BLACK WATERS" has all the stirring elements of hokum melodrama, with the added quality of being believable. It is the first international talking picture, as it was produced by British and Dominion Films Ltd. in Hollywood, with a cast that is both American and British. Mr. Kirkwood, Mary Brian, John Loder, Lloyd Hamilton, Robert Ames, Hallam Cooley, Ben Hendricks, Frank Reicher and Noble Johnson are the persons in the cast, which is so balanced as to give the two chief roles to Mr. Kirkwood and Mr. Loder.

* * *

ONE of the amusing things about any mystery play is the effort on the part of a certain type of individual to analyze it after the performance is over. Our suggestion to exhibitors in this as in the case of all other mystery plays would be:

If the picture catches and holds you, don't analyze it, book it!

* * *

"BLACK WATERS" is a definite and a very great contribution to the screens of the world. It undoubtedly will be a striking success in America because it is extremely well done, absorbingly interesting and exceptionally fine entertainment.

Distribution thru Educational Exchanges

"Photoplays made where the story's laid"

PICTURES ACTUALLY PRODUCED IN EUROPE AS

What makes a picture "BIG"--No. 2

Good direction *of a good story*

TWO
BIG
GUNS

E. A. DUPONT
(with pipe)
and
RNOLD BENNETT

Director and
author of the
screen play

Back up an author
like Arnold Bennett—

with
DUPONT'S direction

make the picture
where the story's
laid—with Fidelity
to scene, characters
and atmosphere
that's

"PICCADILLY"

Arnold Bennett's original Screen Play

An A. E. DUPONT Production

starring GILDA GRAY

with JAMESON THOMAS and ANNA MAY WONG

Photographed by Werner Brandes

A British International Picture made at Elstree, London

WORLD WIDE PICTURES

Distribution through Educational Exchanges

New M-G-M Building Program Involves $1,000,000 Expenditure

ANNOUNCEMENT that seven new sound stages will be built immediately at the Metro-Goldwyn-Mayer studio is the latest concrete indication of amazing development of all-talking pictures.

The Metro-Goldwyn-Mayer programme of extension includes a four acre industrial centre, where one feature will be a private sound theatre with accommodations for 1500 persons, so that dialogue films may be previewed under ideal conditions.

This announcement, which was made by Louis B. Mayer, vice-president in charge of production, follows the sensational success throughout the country of the first two all-talking pictures made by this company — "The Broadway Melody" and "The Trial of Mary Dugan."

$1,000,000 in Construction.

THE METRO-GOLDWYN-MAYER programme, which will give that company's western studio eleven great sound stages, and which calls for the immediate expenditure of upwards of $1,000,000 in construction alone, in a part of the country where building costs are not excessive, not only is proof of the growing conviction that sound pictures definitely are the greatest form of popular amusement, but also will place Metro-Goldwyn-Mayer in the van of the producing companies so far as sound production is concerned, with a total of eleven sound proof stages at the Eastern Sound Studio, at 127th Street and Second Avenue, New York, where feature films are synchronized and Metro Movietone acts are made.

The expansion announcement comes at a time of year when big companies hitherto had more or less been accustomed to rest on their oars for the summer season, and calls attention to the fact that a dozen films, many of them all-talkers now are being made in the Culver City plant.

Lionel Barrymore's "Madame X"

LIONEL BARRYMORE'S first feature directorial effort, "Madame X," and Willard Mack's all-talking melodrama "The Voice of the City," soon will be released by Metro-Goldwyn-Mayer. King Vidor's all-colored all-talking and singing feature "Hallelujah," William De Mille's "The Idle Rich," Cecil Be DeMille's "Dynamite," Sidney Franklin's "Last of Mrs. Cheyney," and Robert Z. Leonard's "Marianne," are all-talkers, either completed and awaiting release, or in the process of completion at the studio.

"Time Ripe For All Sound"

NICHOLAS M. SCHENCK, President of Metro-Goldwyn-Mayer, is about to return to New York from California, these new building developments having resulted from his conferences with studio officials. He said, supplementing Mr. Mayer's statement:

"It is now evident that talking pictures represent an improvement in screen entertainment. While Metro-Goldwyn-Mayer did not rush frantically into the all-talking field, preferring to allow slow careful development, the time is now here when our full forces are geared to the creation of verbal photoplays. We expect to follow up our first highly successful efforts with a consistency that will convince the most confirmed cynic that the talking picture can be both an entertainment and an art."

Producer of Good Pictures Has Nothing to Fear

THE GENERAL trend toward theatre mergers and combines which is now sweeping the Motion Picture Industry, and bringing under the control of a few persons, the most important houses in the country has caused many producers to complain that they are the victims of a closed booking system. It is becoming a popular conception that the exhibitor-producer in his effort to freeze-out his competitor, who has no theatre affiliations, would rather present some of his own mediocre product, than give the good pictures of the outsider a chance.

Yet, according to Jack Cohn, Columbia Pictures, the leading independent company and an organization which neither controls nor has an interest in any theatres, is now writing down the biggest business in its history.

Closed System Can't Exist.

MR. COHN goes on to say: "A closed booking system can never exist as long as there are good pictures. Now as in the past, it's the product and not the trademark that counts. The producer of good features has nothing else to fear. Offer the exhibitor an outstanding vehicle and he will not only book it into any theatre, but he will also rearrange his schedule so as to give it an immediate showing. In many cases he will shelve a picture for which he has already paid money, in order to make room for a good feature.

"The Donovan Affair"

"NO BETTER proof of this is needed than the reception accorded "The Donovan Affair," our first all-talking special. It is not only drawing record guarantees and rentals from the biggest circuits all over the country, but is also breaking into representative chains and theatres where independent product has not been shown before.

"Submarine"

"Never before in my long experience as a producer and distributor can I remember a picture that has met with such unanimous exhibitor approval. 'Submarine,' which created such a sensation all over the country, was our first production to show that it is the picture that counts. But the success of 'The Donovan Affair' is even more conclusive proof that no matter who produces the picture as long as it embodies all the elements of good screen entertainment it will get representation in every important theatre in the country."

Tiffany-Stahl Expands Leases Entire Floor

TIFFANY-STAHL PRODUCTIONS, Inc., announce that they have just leased the entire sixteenth floor of 729 Seventh Avenue.

The company, now situated at 1540 Broadway, will move into the new quarters shortly before May 1st.

Larger quarters were needed for the Tiffany-Stahl organization whose phenomenal growth in the past two years has been the talk of the entire industry.

The officers of the company are L. A. Young, President; Grant L. Cook, Vice President and Treasurer; John M. Stahl, Vice-President in charge of production.

Singing Pictures From Europe Announced by World Wide

ITALIAN opera and singing pictures from France and Germany are to reach the American screen first through World Wide Pictures, according to an announcement by Alexander S. Aronson, European representative of the company, who is now in New York, after making a survey of production abroad and advising European producers concerning the needs of the American market.

"English producers," Mr. Aronson said, "are securing the best creative minds for the purpose of making talking pictures, and from the fact that the very best English speaking voice hails from the country of its origin, we may expect the very best talking pictures from there once they are ready to produce.

"THE BROADWAY MELODY" and Al Jolson's singing pictures have demonstrated that music is the greatest attraction of the talking film," he continued. "This is especially significant for us because Europe has always given the world its greatest music.

"Germany will create for us popular operettas of native origin interpreted by world-famous Viennese conductors and artists. From France and the famous Opera Comique, the singing French pictures will be most novel and entertaining.

"PROBABLY the most famous opera company in the world is that of La Scala in Milan, Italy, and we expect from that organization one or two operas of the kind that are popular in America.

"Music is international, and these singing pictures from Germany, France and Italy are bound to prove a sensation in this country.

"Further, with the investitures of locale that Europe can give these productions, they will be entirely different from our domestic productions."

THE NEW EMPRESS THEATRE to be built at Lloydminster, Sask., this spring, will cost $300,000. The theatre will be equipped for sound pictures and will have a seating capacity of 700. July 1 is set as an opening date. The old Empress Theatre was recently destroyed by fire.

Bert Coombes, the original builder of the old Empress, has decided to return From Vancouver, B.C., to Lloydminster and take a part interest in the new building, which is being sponsored by his son, Charlie Coombes, and Gordon Hudson, the proprietors.

The house orchestra of the Galvin Theatre, Ottawa, Ontario, struck when Manager John Galvin ordered a reduction in the personnel of the orchestra from seven to five musicians. Other employees of the theatre threatened to follow suit but the matter was dropped when the orchestra went back to work—intact.

The fifth theatre in Ottawa, Ontario, to be wired is the Princess, a neighborhood house seating 490 persons, the installation being the Stromberg-Carlson Magnetic Pick-up Unit using discs. A. H. Coplan has been the proprietor of the Princess for the past 10 years. Joseph Lambert recently became the projectionist there. B. F. Keith's and the Centre Theatre are also being wired, making seven houses in Ottawa using full synchronization or independent discs.

"A Typical American Girl?" Lets Out Canadian Winner

(Special to The Digest from Winnipeg)

MISS V. ALLIN, winner of the "Little Miss American Venus" in 1928 contest, at present staying with her parents at Kenora, Ont., was disappointed when she received a letter from Chicago, which had been forwarded on to her, informing her that she was chosen as one of the three girls from whom was to be selected "A Typical American Girl," she was asked to report at once for personal interview. A cash prize of $5,000, a world tour, and a Hollywood motion picture contract go to the winner, but she had to pass it up.

IN THE FACE of a strong opposition by representatives of the City of Winnipeg, the law amendments committee of the Manitoba Legislature has refused to ratify legislation calling for the installation of automatic sprinklers and fire alarm systems in existing motion picture theatres.

The committee authorized an amendment to the city charter requiring sprinklers and alarm systems in apartment blocks, hotels, lodgings and other such buildings, but deleted the party as applying to their installation in theatres, after a strong request to this effect had been made by a delegation of theatre owners. Vigorously pressing for the endorsation of the amendment in full, Jules Preudhomme, city solicitor, and S. J. Farmer, Labor, declared that the protection asked for was urgently needed.

THE REGINA THEATRE, leading playhouse in Regina, Sask., for many years and almost a landmark in the city, which was practically destroyed by a fire, will be rebuilt.

The loss, covered by insurance, has been roughly estimated at $50,000, that figure including fixtures. It was built 19 years ago by Whitmore Brothers for the Groves Walker Company, and was under lease to that company for 15 years. Three years ago the theatre changed ownership. Since that time it has been under lease to the Famous Players' Canadian Corporation of Canada.

Among those who gathered to witness the ruins were Bransby Williams, famous impersonator, and some of his players, who have been playing at the Pacific Coast. All Williams' belongings, including the material for one of his shows, were in the burned building's ruins.

MR. PREUDHOMME referred to the fatal Winnipeg theatre fire, (a legitimate production house) a few years ago, pointing out the absence of automatic sprinklers in that building, declaring that the commission which investigated the fire had placed itself on record as strongly favoring the installation of this protective system in theatres. The terrible theatre fire in Montreal, which claimed the lives of many small children, was similarly mentioned. Members of the delegation representing the theatre owners declared, however, that the measure asked for would not lend a solution to the problem and would entail considerable expense. In the event of a panic, a sprinkling system would tend to aggravate the danger, they claimed.

Water curtains, asbestos screenings and the similar equipment with which theatres already were provided were sufficient to tentatively check fire, they said. Adequate exits supplied the only proper remedy, they contended.

Players and Scenes in Current Attractions

Scene from "Tropical Nights" starring Malcolm McGregor, and Patsy Ruth Miller. A Tiffany-Stahl production.

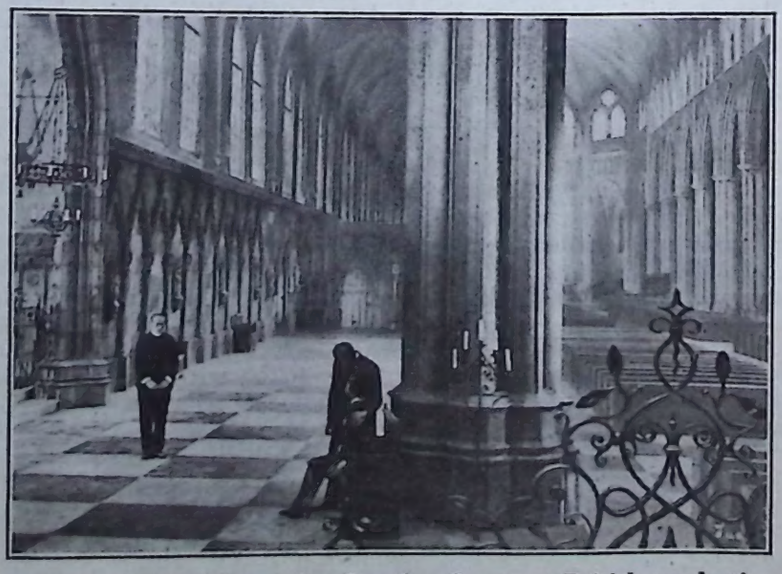
Walter Byron plays an important part in World Wide's "Tommy Atkins."

Jameson Thomas appearing in World Wide's "Piccadilly."

"Mexicana," an all sound colortone novelty, in production at Metro-Goldwyn-Mayer studios, music by Gus Edwards—"by request."

John Gilbert, one of Metro-Goldwyn-Mayer's leading box-office stars.

"Coquette" is Mary Pickford's latest—and snappiest for United Artists.



Scene from "What Money Can Buy," a Gaumont British production.

Show Business

Announcement has been made that the new plant of the Canadian Government Motion Picture Studio at Ottawa will be occupied in July under the continued direction of Capt. Frank Badgley, M.C. The work of this government enterprise has been extended by the taking over the aerial motion picture photography formerly conducted by representatives of the Royal Canadian Air Force. It was found that, as photographers, the Air Force men were excellent flyers and so the Motion Picture Bureau is now looking after motion picture camera work in the air.

T. R. Tubman, manager of the Regent and Imperial Theatres, Ottawa, Ontario, has been passing out the cigars because of the arrival of a baby girl in the Tubman household — their first.

Sums voted by the Ontario Legislature for Government operations during the coming fiscal year included $114,215 for the maintenance and expenditures of the Ontario Provincial moving picture studio at Trenton, Ontario, and $25,125 for the expenses of the Ontario Board of Moving Picture Censors. This is apart from the revenue derived from the rental of Government pictures and from censorship fees.

Workmen started April 15 on the razing of the famous old Rialto Theatre, Edmonton, Alberta, which is to make way for a moving picture house of the same name to cost $125,000 and to seat 1,400. Manager W. J. Long announces that the theatre has been designed for talking presentations, the equipment for which was ordered last June. The new Rialto will be of concrete and brick and will be finished in June. There are already two other wired houses in Edmonton, the Capitol, and the Monarch.

Consolidated Theatres Corporation, Montreal, has acquired control of the Princess Theatre, one of the leading central houses in Montreal, through the purchase of the majority stock interest held by D. W. Ogilvie. The corporation also recently secured His Majesty's Theatre, Montreal, well-known legitimate house. and has the Orpheum and Gayety Theatres under lease.

The Grand Opera House at Pembroke, Ontario, is presenting a new type of novelty gift night as a boost for the Kiwanis Fund for Crippled Children. Each patron on the designated night receives a numbered ticket and the winner of any one of 20 articles drawn for is permitted to receive the prize on payment of five cents or more, the money going toward the club fund. This plan has added much interest to the usual stunt.

The Canadian Sirocco Company, Limited, Windsor, Ontario, has been granted a Dominion Federal charter with a capitalization of $50,000 for the purpose of manufacturing ventilating apparatus, theatre exhaust fans and other equipment in Canada. J. B. Aylesworth, Harry R. McGladdery, J. L. Braid and G. C. Richrads, all of Windsor, have been named provisional directors of the Canadian company.

The Canadian Council on Child Welfare, Ottawa, has issued its second "White List" of approved moving pictures in the form of a 16-page booklet which has been published with the co-operation of the Provincial Boards of Censors and the Motion Picture Distributors Association of Canada. The list is called "Pictures Children Will Like" and, unlike the previous pamphlet, published in 1927, deals with moving picture productions from the juvenile viewpoint exclusively. The first "White List" aroused considerable comment.

"Dance to the Movietone" is the latest society craze in Ottawa, Ontario, thanks to the clever arrangement adopted by Ambrose Nolan, manager of the Avalon Theatre. Theatre parties are being organized by the younger set and after attendance at a sound-film performance at the Avalon, the people enjoy dancing in the foyer after the show, the music being provided through the non-synchronous equipment. This music is easily heard by the dancers. No extra charge is made by Manager Nolan for the after-theatre dancing when a party has been organized.

The first showing in Western Canada of Gaumont's "Carry On" took place at the Monarch Theatre, Edmonton, Alberta, recently. "Carry On" was passed for universal presentation by the Alberta censors.

To clarify the situation with regard to the types of synchronized pictures, Manager Leonard Bishop of the Tivoli Theatre, Hamilton, Ontario, used display space in the local newspapers for a public announcement on the subject, as follows:

"TALKING PICTURES—AND HONEST ADVERTISING

What are commonly known as Talking pictures are such a new invention that there has been, unfortunately, considerable misrepresentation, either unintentional or deliberate, in advertising them.

Since the Tivoli Theatre introduced this type of entertainment in Hamilton, the management has conscientiously endeavoured to make the advertising so plain that there can be no chance of the public being misled as to the type of attraction offered.

There are three distinct types of pictures in this field and they are always advertised by the Tivoli as "All Talking," "With Talking Sequences" or "Sound."

"All Talking" means just that. Every character speaks through the entire picture just as in a play.

"Talking Sequences" means that certain scenes are spoken and the rest of the picture is provided with a synchronized score.

"Sound" means that the picture is provided with sound effects and a complete synchronized musical score, often with incidental singing.

These distinctions are made in all advertising—for your guidance.

TIVOLI

"Where the Screen Speaks."

Round About the Studios

Scene from World Wide's "Moulin Rouge," starring Olga Chekova.

DOROTHY CUMMINGS, who played the mother in "The King of Kings," has a modern society-mother role in Warwick Deeping's "Kitty." She has just finished her first speaking part with the "Kitty" company, coming from England to make the dialogue in New York.

Leo, the famous Metro-Goldwyn-Mayer lion, now on a tour of the world, has a fan mail all his own. The surprising thing about it is that, with five hundred or more letters a week pouring in from his young admirers around the country Leo's mail exceeds that of some screen stars. Nearly every youngster who writes a letter to the studio about Leo wants his picture. Leo is now on his way to the Pacific coast by easy stages, doing his stuff in front of motion pictures houses in a gilded cage appropriate to the most publicized king of beasts.

Charley Chase, Hal Roach comedy star, has been loaned to the Universal Company for the making of one picture while waiting for the installation of the Roach sound equipment. At the conclusion of this picture he will return to the Roach studio to start the production of his first "talkie."

A Tiffany Color Symphony, "The Song of Spain," has just been completed, with Joyzelle, Robert Cautiero and Carleton King playing the leading roles. This Color Symphony was made by Tiffany-Stahl under the working title of "Gypsy."

Richard Thorpe has been selected to handle the megaphone on "The Bachelor Girl," Columbia's latest talkie special to go into production at the company's sound studios on the West Coast. Jacqueline Logan and William Collier, Jr. have the leads in this entertaining drama of a modern girl who prefers business fame to domesticity.

Donald Mackenzie, who directed Pearl White in "The Perils of Pauline," plays a detective captain in "The Studio Murder Mystery," full-dialogue picture being filmed by Paramount.

Buster Keaton and his new leading lady, Dorothy Sebastian, in a scene from "Spite Marriage," an M-G-M film.

LLOYD HAMILTON was such a success in his first talking picture, "Black Waters," that he has signed to make a series of short talking comedy subjects. Marshall Neilan who directed Hamilton years ago in his first silent picture also directed him in his first talker.

The best way to obtain types for a motion picture, according to Fred A. Fleck, who assisted in the making of Paramount's all-talking film hit, "The Letter," at the Criterion Theatre, is to simply tell a person: "I need several people who look like you. Won't you tell your friends to drop around tomorrow" The result is a full office of the required characters the next day.

Kathryn Crawford has been chosen as the girl lead in "You Can't Buy Love." This is the Jewel production upon which Arch Heath started last week at Universal City with Jean Hersholt, Charlie Chase and Edward Martindale. The story is by Beatrice Van.

Metro-Goldwyn-Mayer has gone to the roster of its star and featured player list to select talent for its highly-touted "Revue of Revues," a musical extravaganza now in production under the direction of Christy Cabanne.

Joan Crawford, newest of the M-G-M stars, William Haines, who has just finished work in his new untitled story of naval life, Gwen Lee and the co-star comedians Karl Dane and George K. Arthur have been added to the impressive cast already selected for this elaborate musical show, an all-singing-talking-dancing production. Miss Crawford will do a special singing and dancing number and featured bits have been provided all the others.

Among the headliners from musical comedy and vaudeville included in the incomplete catalogue of entertainers chosen for the "Revue of Revues" are Gus Edwards, Bessie Love, Cliff Edwards ("Ukelele Ike"), Marie Dressler, the Brox Sisters and the Albertina Rasch Ballet.

Bartlett Cormack, author of "The Racket," sensationally-successful stage play, has been signed to a new contract at the Paramount studios. He is now preparing "The Green Murder Case," for filmization.

Dorothy Sebastian and Lawrence Gray in a scene from Tiffany-Stahl's "The Rainbow."

You Must Run Short Subjects--
Why Not Use the Best--That's Pathe

Mack Sennett Comedies

TWO-REEL MASTERPIECES BUILT ONLY FOR LAUGHING PURPOSES. STARS WITH INTERNATIONAL REPUTATIONS. BEVIES OF BEAUTIFUL GIRLS. PRODUCTIONS ARE ON AS ELABORATE SCALE AS GIVEN TO ANY OF THE BIGGEST FEATURES. YOUR PATRONS KNOW THE MACK SENNETT COMEDIES AND THEY BEAR ADVERTISING WITH THE FEATURE PICTURE.

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YEAR IN AND YEAR OUT PATHE LEADS THEM ALL IN THE PRODUCTION OF CHAPTER PLAYS. NO CHEAP BLOOD-AND-THUNDER STORIES, BUT LOGICAL, WELL PRODUCED TALES BY FAMOUS AUTHORS. OUTSTANDING STARS AND ELABORATE PRODUCTION. WRITE US FOR A LIST OF CURRENT RELEASES THAT WILL BRING YOU BUSINESS DURING THE SUMMER MONTHS.

Regal Films Ltd.

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PATHE NEWS IS THE ACKNOWLEDGED LEADER IN THE NEWS REEL FIELD. WEEK AFTER WEEK IT SCOOPS ALL ITS COMPETITORS. YOUR PATRONS WANT TO SEE IT — GIVE IT TO THEM. PATHE REVIEW IS THE SCREEN'S ONLY MAGAZINE. IT IS ALWAYS PACKED FULL OF INTERESTING AND OUT-OF-THE-ORDINARY SCENES FROM ALL PARTS OF THE WORLD. MUCH OF IT IS SHOWN IN COLORS.

Topics of the Day - Aesop's Fables

HERE ARE TWO SINGLE REEL SUBJECTS THAT WILL FILL IN ON ANY PROGRAM. THEY ARE ENTIRELY ORIGINAL AND ARE REGULARLY USED IN MORE DE LUXE THEATRES THAN ANY OTHER SINGLE REELS PRODUCED. BOTH ARE ISSUED WEEKLY AND THEY CONTAIN MORE LAUGHS THAN MANY OF THE TWO-REEL COMEDIES. AFTER YOU RUN ONE OF THESE YOU'LL WANT TO RUN THEM REGULARLY.

Pathe Short Subjects Dominate
the Field Because They Are Best

When You Open the Shipping Can and Find Your Pathe Feature Ready for Your Showing---

You ***know*** if you have been using Pathe Feature Pictures this season---that you are going to give your patrons ***real entertainment.*** Your patrons ***know*** that ***a Pathe Picture is a good picture.***

Ask any exhibitor who has been using the Pathe product this season and he'll tell you that they are ***consistently good*** and ***real box office attractions.***

Some of the Current Releases:

"The Leatherneck," with William Boyd.
"The Shady Lady," with Phyllis Haver.
"The Spielers," Alan Hale and Renee Adoree.
"Strange Cargo," with cast of 14 stars.
"Ned McCobb's Daughter," with Irene Rich.
"Geraldine," with Eddie Quillan.
"The Office Scandal," Raymond Hatton, Phyllis Haver.

Pathe Pictures are playing in the leading first-run theatres of the U.S.A. and Canada. There must be a good reason.

REGAL FILMS LIMITED, Canadian Distributors